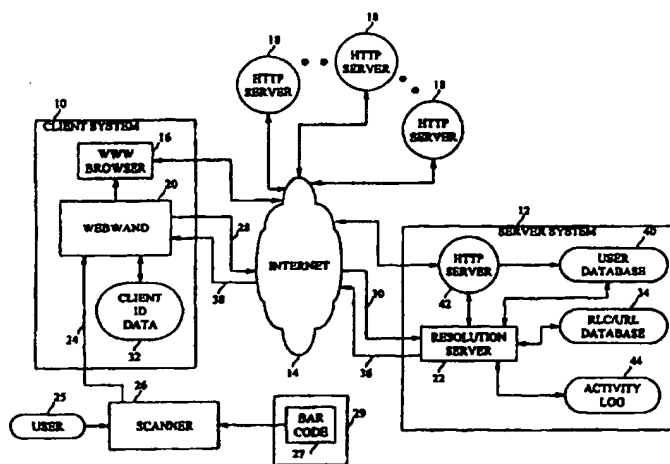


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(54) Title: WORLD WIDE WEB BAR CODE ACCESS SYSTEM



(57) Abstract

A bar code scanner (26) is coupled to a computer program (20) executing on a PC (10) that has access to the World Wide Web (WWW) of the Internet (14). A user swipes the bar code scanner (26) over a bar code (27) printed on printed material (29) to obtain additional information available on the WWW relating to information printed in a newspaper, book, magazine, catalog, or other printed material. The bar code contains a unique identifier called a resource link code. The resource link code scanned by the bar code scanner (26) is received by the computer program (20) and sent in a data packet over the Internet (14) to a resolution server (22). The resolution server (22) translates (34) the resource link code into a Uniform Resource Locator (URL). The URL is then passed back to the computer program (20) executing in the user's PC (10). The computer program (20) passes the URL to a WWW browser program (16), which obtains the selected information over the WWW.